

## **ZEV OUTREACH STAKEHOLDERS MEETING**

**March 14, 2002  
9:00 AM - 12:00 PM**

Meeting Location:

Air Resources Board, El Monte  
Executive Conference Room, HSL  
9528 Telstar Ave  
El Monte, CA 91731

Teleconference:\*

Dial-In Number: 1-888-730-9135  
Code: 15383

### **PROPOSED MEETING AGENDA**

- I. Introductions/Opening Remarks
- II. Discuss ARB's proposed ZEV campaign
- III. Discuss the Creative Strategy developed by Kevin Collins of Advertising Rising
- IV. Continue discussion of outreach events to attend and host in 2002
  - ? Be prepared with events and dates you think we should pencil in on our ZEV events annual calendar
  - ? Discuss plans for Earth Day
- V. Discuss common messages and outreach materials for our selected events
- VI. Discuss draft dealer brochure text
- VII. Schedule next meeting

\*Dial-in can begin 15 minutes prior to meeting start time. To contact Lisa Kasper or leave a message during the meeting, please call (415) 370-2204.

*For questions or suggestions regarding this agenda before the meeting, please contact Lisa Kasper at (916) 327-2932 or at [lkasper@arb.ca.gov](mailto:lkasper@arb.ca.gov)*